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"Marketing to Moviegoers" is the essential guide to film marketing. Although there are many resources available about how to make a film, there are few about how to get your film seen once it's made and none that reveal the closely-guarded marketing secrets of the major motion picture studios.

This book gives street-level instruction and real-world examples on how to promote, distribute, and sell a production.

Book on film marketing

"Marketing to Moviegoers" is the essential guide to film marketing. Although there are many resources available about how to make a film, there are few about how to get your film seen once it's made and none that reveal the closely-guarded marketing secrets of the major motion picture studios. The author goes right to the source and provides data, quotes, and insights from high profile industry professionals and information on market research that the major studios don't want the moviegoing public to know. This book will be indispensable for film marketing executives, consumer product marketers, students, and people new to the filmmaking field. It provides practical data, such as templates for advertising campaigns of different sizes, solutions, and an insight into the complicated movie marketing process. Armed with the strategies that Hollywood professionals would prefer not to share, film professionals and marketing professionals alike will have a leg up in this complicated business.

Original publication and copyright date: 1982.

Provides information on how to make and distribute independent productions, and gives examples of different styles, budgets, and financial arrangements used

Create an irresistible brand image and build an audience of loyal and engaged fans... Guerrilla Film Marketing takes readers through each step of the film branding, marketing and promotional process. Tailored specifically to low-budget independent films and filmmakers, Guerrilla Film Marketing offers practical and immediately implementable advice for marketing considerations across every stage of the film production process. Written by leading film industry professional Robert G. Barnwell, Guerrilla Film Marketing teaches readers how to: Master the fundamentals of guerrilla branding, marketing and promotion; Create an integrated marketing plan and calendar based on realistic budgets and expectations; Develop internet and social media marketing campaigns, including engaging studio and film websites and powerful, marketing-centric IMDb listings; Assemble behind-the-scenes pictures, videos and documentaries; Produce marketing materials such as key art, posters, film teasers, trailers and electronic press kits (aka "EPKs"); and Maximize the marketing impact of events such as test screenings, premiers, film festivals and industry award ceremonies. Guerrilla Film Marketing is filled with dozens of step-by-step instructions, checklists, tools, a glossary, templates and other resources. A downloadable eResource also includes a sample marketing plan and audit, a test screening questionnaire, and more.

It includes essential information and advice on such subjects as securing a sales agent, providing agents and distributors with necessary promotional materials, working the film markets and festivals, and understanding the audience demographics and the industry business practices peculiar to specific territories."--BOOK JACKET.

Every year thousands of filmmakers like you unleash their newly completed movies upon the film festival circuit. Whether you're a first-timer with a comedy short or a seasoned veteran with a documentary feature, you all face the same set of problems. You all ask the same questions. You all want the pleasure of seeing your film play before a festival audience and gain the recognition it deserves. This is your book. Film Festival secrets will help you select the right festivals for your film, prepare your festival screener, save money on festival fees, create marketing collateral, and craft a screening sell out plan. And that's just the beginning.

A collection of some of the independent film genre's most provocative posters includes such examples as Eraserhead and Lost in Translation, in a volume that profiles more than 100 internationally recognized directors and traces the cultural significance of independent films. Original. 15,000 first printing.

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